

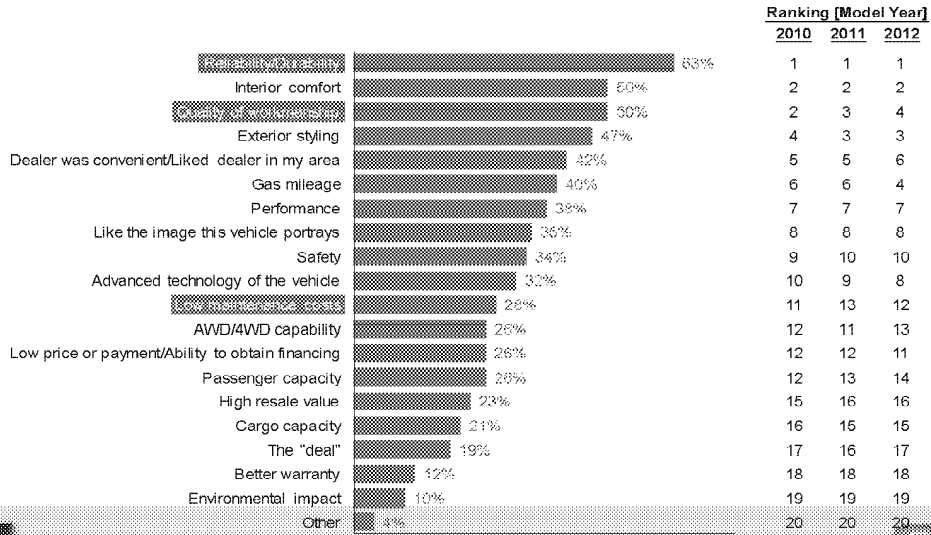
Exhibit 19

Long Term Durability

Importance:

- Reliability / Durability is the most important factor in customer's vehicle purchase decision and major factor for brand loyalty.
- Despite GM's above average reliability performance, a top reason why customers avoid GM vehicles is "concerns about reliability".

Most Important Factors in Choice of Vehicle¹



¹Multiple responses allowed.
Sources: 2010 - 2012 J.D. Power and Associates Initial Quality Studies

% Most Important Factors [2010 Model Year]

